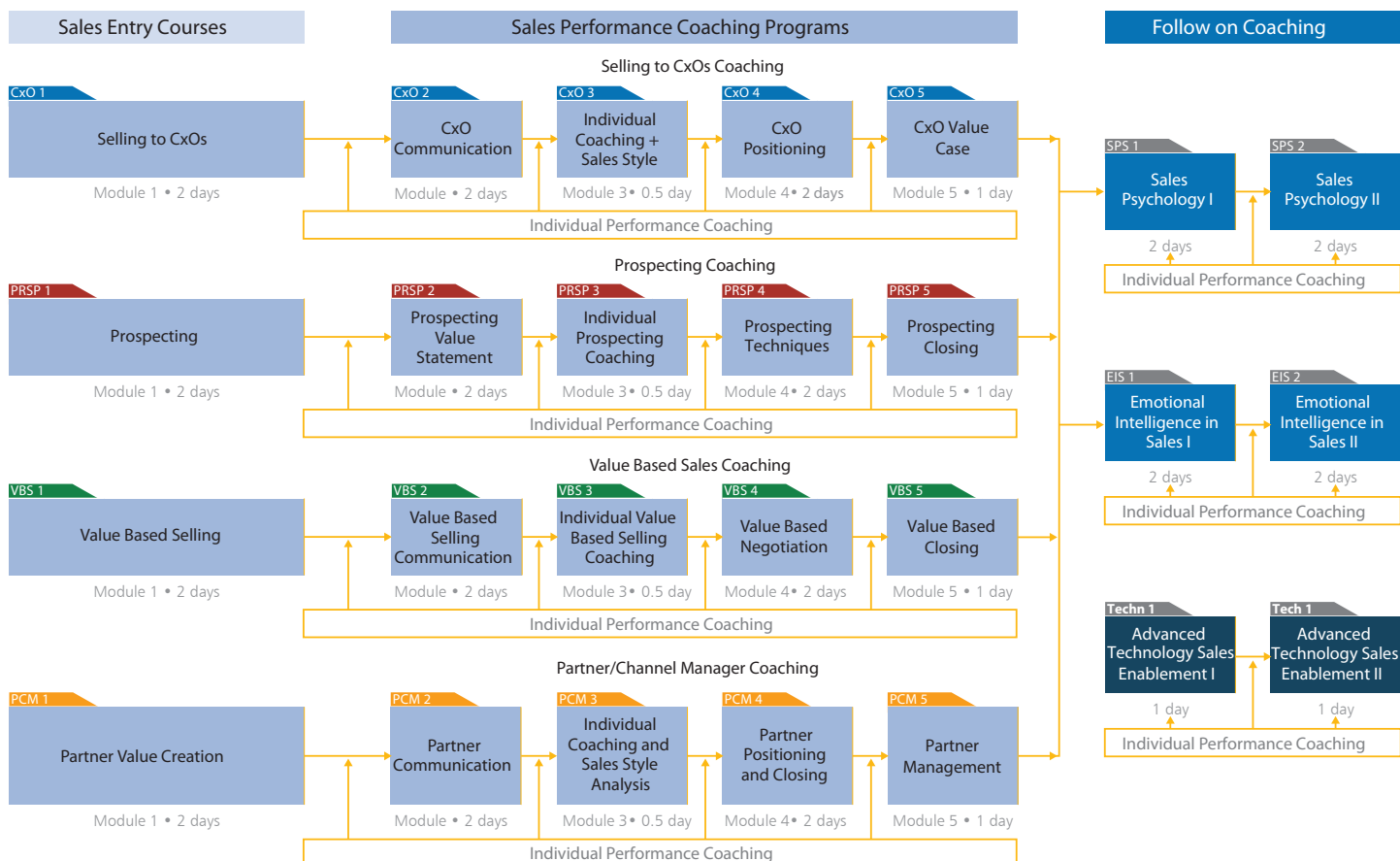


# LEADIng Practice's

## Sales Training and Coaching Programs

Our extensive sales experience in combination with having trained and coached more than 10.000 sales people – from over 45 countries – has taught us that being successful in sales can be learned. Our sales training and coach ing programs offer unique value to sales people who want to dramatically improve their sales competencies.



The Sales Entry Courses can be attended as separate ones, each one of them boosting your sales effectiveness, or they can be attended as part of a coaching program that will help you improve your known strengths and exploit your potential – and also to identify weaknesses and help you grow.

To register for LEADIng Practice's courses, please send the attached Enrollment Form to [info@leadingpractice.com](mailto:info@leadingpractice.com) or register on [www.leadingpractice.com](http://www.leadingpractice.com).

For more information on the sales courses or the coaching programs, please contact us.

## Selling to CxOs – sales entry course

The 2 days sales course provides insight into the market trends and strategic drivers as well as different C-level executives’ business challenges, issues, strategies and critical success factors, followed by advise on how to approach CEOs, CFOs, etc. The objective is to provide the participants with knowledge and tools needed to engage better with CxOs and LOB leaders and to improve their ability to develop convincing value propositions targeting top executives. By understanding the key business drivers in today’s environment as well as the pressure on CxOs to generate ever more value, the participants will be given the tools and techniques to better manage discussions with C-level executives and LOB leaders in companies of differ - ent size. By the end of this course the participants will have a better understanding for how to engage and build relationship with CxOs.

Main learning points will be to:

- understand the market trends.
- understand the strategic drivers.
- understand what is hot in terms of IT-services, software and hardware.
- understand executives’ business needs and wants.
- identify business issues as seen by different types of CxOs.
- understand the roadmap for success in sales.
- connect executives’ strategies, critical success factors, pain points, and value expectations.
- recognize the members of the decision making team.
- map solutions/services to identified business issues.
- compose a value statement targeting executives.
- get a holistic view on CxO challenges, critical success factors, value potential, your offerings – and the way they interlink.
- get insight into business models – and how to exploit them.
- compose convincing value propositions.
- understand important aspects of sales psychology.
- strongly influence engagement/solution scopes – instead of leaving it up to others.

CxO 1

### Selling to CxOs

Module 1 • 2 days

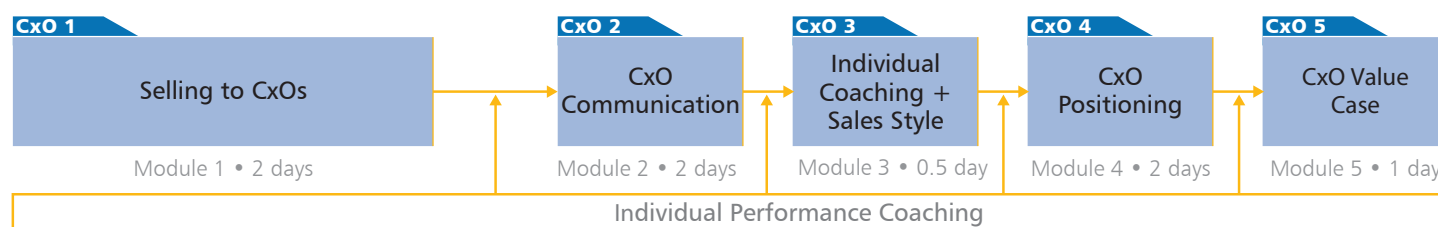
Price: 4.950 €

(VAT not included)

	<b>Class hours:</b>
Starting Day:	10:00-17:30
Ending Day:	8:00-15:30



## Selling to CxOs – coaching program



The Selling to CxO coaching program is a unique offer to sales responsible who want to dramatically improve their competencies concerning selling to senior executives. You will learn what value expectations are on top of executives' mind. You'll also learn how to best address those expectations. The coaching program will improve your known strengths and exploit your potential – it will also identify weaknesses and help you grow. You'll:

- get to know your own **personality and sales profile** better and achieve advice and coaching, be pushed and challenged – all to demand more from you, with the intention to help you grow beyond where you are today.
- learn how to **fine-tune your messages** to improve your communication with different personality types – and practice it to better absorb what you learn.
- do **intensive exercises** throughout the 5 modules to create and reinforce excellent value based sales habits and personal growth patterns.
- get to know your **"hidden" potential**, not yet exploited – and be pushed out of your comfort zone – to help you reach more of your goals.

The Selling to CxOs coaching program is unique with its blend of topics covered by a set of 5 modules, all with 8-12 weeks in between with time for individual performance coaching, helping you to turn new knowledge into competencies. This offers you an exceptional personal growth opportunity – where you can refine and strengthen your sales skills for the entire sales cycle, from prospecting to closing the sale.

Personal profiles (personality, sales manners, emotional intelligence) – build from input you provide via a comprehensive questionnaire – will be used intensively during the individual coaching sessions.

### Agenda and main learning points – in brief:

#### Module 1 – Selling to CxOs

2 days class training – with intensive exercises.

#### Main learning points will be to:

- understand executives' business needs and wants.
- identify business issues as seen by different types of CxOs.
- understand the roadmap for success in sales..
- connect executives' strategies, critical success factors, pain points, and values.
- recognize the members of the decision making team.

#### Class hours:

Starting Day:	10:00-17:30
Normal Day:	8:00-16:30
Ending Day:	8:00-15:30

- map solutions/services to identified business issues.
- compose a value statement targeting executives.
- get a holistic view on CxO challenges, critical success factors, value potential, your offerings – and the way they interlink.
- get insight into business models – and how to exploit them.
- compose convincing value propositions.
- understand important aspects of sales psychology.
- strongly influence engagement/solution scopes – instead of leaving it up to others.

**Module 2 – CxO Communication**

2 days class training – with intensive exercises.

**Main learning points will be to:**

- deliver a presentation to CxOs (recorded on video).
- understand the value based buying/selling process better
- read and manage body language.
- be acquainted with superior ways to build and maintain strong CxO relationships.
- structure a presentation or proposal targeting CxOs.
- know how to exploit emotional intelligence in sales.
- build an exceptional basis for your professional and personal evolution.

**Module 3 – Individual Coaching and Sales Style Analysis**

0.5 day individual coaching session.

Each participant will be getting advice and coaching addressing improvement/interest areas they want to focus on. Based on the before mentioned profiles you will make up a plan for how to improve your performance and achievements.

**Coaching session focus areas most often chosen:**

- My personal profile – from a sales as well as a personality point of view.
- A plan for my progression – as a professional and as a person.
- Communicating with executives.
- Compose and practice a value proposition/case targeting CxOs.
- Practice a customer meeting.
- Practice alignment with different buyer types.
- Practice need/want analysis.
- Practice negotiation/persuasion techniques.
- Practice body language.

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	<b>Class hours:</b>
Starting Day:	10:00-17:30
Normal Day:	8:00-16:30
Ending Day:	8:00-15:30

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### Module 4 – CxO Positioning

2 days class training – with intensive exercises.

Main learning points will be to:

- use different tools/approaches to value based positioning targeting CxOs.
- understand how to trigger a decision at executive level.
- overcome objections.
- exploit emotional intelligence in sales.
- incorporate negotiation considerations into your communication and positioning.
- refine the approach for closing a sale.
- make up a plan for professional as well as personal evolution.

### Module 5 – CxO Value Case

1 day individual coaching session.

In this module we will follow up on each individual's progress and make adjustments to the goal setting and the development plan – from a professional and a personal point of view.

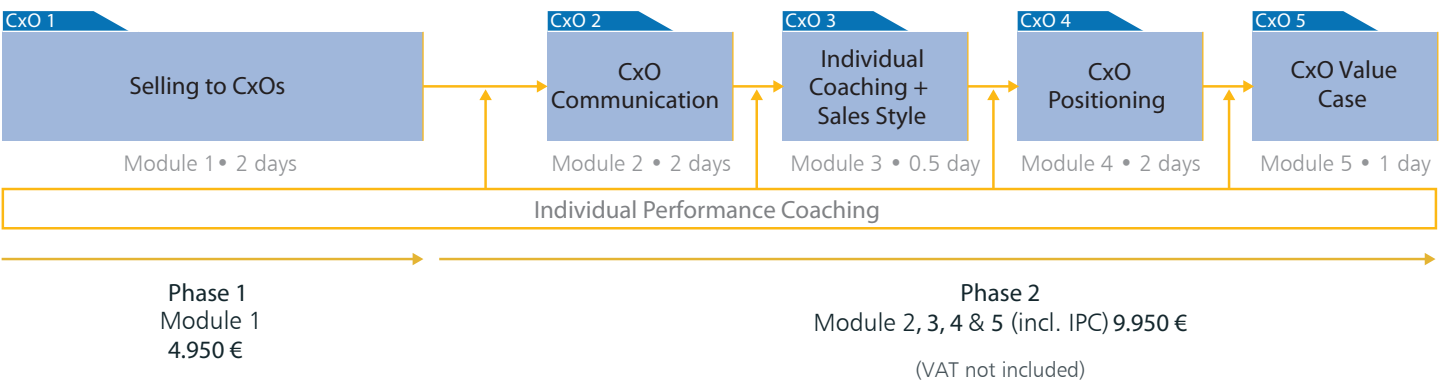
### Prerequisite

To enable the course principles and apply those in real sales situations the participants must:

- bring actual sales cases to the course
- forward typical proposal samples you have worked with

All material and information shared with LEADing Practice will be treated confidential.

	Class hours:
Starting Day:	10:00-17:30
Normal Day:	8:00-16:30
Ending Day:	8:00-15:30



## Prospecting – sales entry course

The 2 days sales course substantiates the importance of pursuing new opportunities and provides methods and inspiration for how to develop and exploit new sales opportunities.

What most sales professionals don't understand is that the main secret of success in sales is never in selling itself – instead it is always in the continuous act of prospecting. The course elaborates on the importance of putting a lot of effort into finding new prospects. The course also sketches out a plan for successful initial contact with a prospect. The participants will learn about telephone positioning, questioning, getting commitment, and many other important aspects of prospecting

### Main learning points will be to:

- perform effective pre-call planning.
- identify customer situations and needs using effective research.
- create an opening statement that creates attention and interest.
- realize how psychological factors can be used in prospecting.
- know how to bypass a gatekeeper (e.g. assistant or secretary).
- use better methods to identify and get in contact with decision makers.
- advance your mindset and self-motivation.
- identify the explicit need of the customer (value expectation).
- build your skills based on best practices in prospecting.
- compose a structure for a door opening value statement.
- how to build a compelling value statement.
- use effective, best practice questioning methods.
- use successful techniques and methods for positioning – based on lessons learned.
- understand the basic mistakes made by sales people when using the phone.
- get to know questioning techniques that stimulate good sales results.

#### PRSP 1

### Prospecting

Module 1 • 2 days

**Price: 4.950 €**  
(VAT not included)

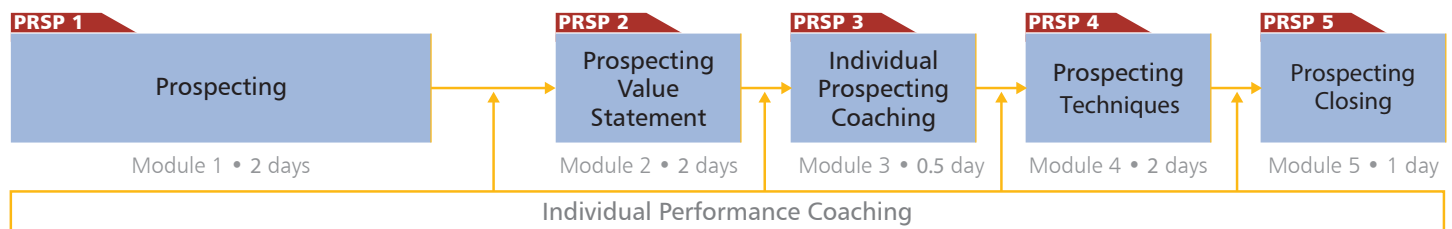
#### Class hours:

Starting Day: 10:00-17:30

Ending Day: 8:00-15:30



## Prospecting – coaching program



The Prospecting coaching program is a unique offer to salespeople who want to improve their pipeline – quantity as well as quality. It is aimed at helping you considerably improve your competencies concerning all major aspects of prospecting – and help you better identify and exploit new sales opportunities. It is designed to provide you or your organization with a comprehensive prospecting approach for improved sales success. Main topics are: ways to motivate yourself, overcoming the fear of rejection, practical ways of doing positioning on the phone, powerful questioning techniques, and getting commitment. The coaching program will raise your known strengths – even unknown – identify your weaknesses and help you grow as a person. You'll:

- get to know your own **personality and sales profile** better and get advice and coaching, be pushed and challenged – all to demand more from you, with the intention to help you to grow beyond where you are today.
- learn how to **fine-tune your value statement** to improve your interaction with different personality types – and practice it to better absorb what you learn.
- do **intensive exercises** throughout the 5 modules to create and reinforce excellent prospecting habits and personal growth patterns – creating a repeatable model for consistent peak performance.
- get to know your **“hidden” potential**, not yet exploited – and be pushed out of your comfort zone – to help you reach more of your goals.

Our prospecting coaching program is unique with its blend of topics covered by a set of 5 carefully designed modules, all having 8-12 weeks in between with time for individual performance coaching, helping you to turn new knowledge into competencies. This provides you with a unique personal growth opportunity.

Most salespeople fail to make their targets because they lack a sufficient supply of qualified prospects. It doesn't matter how long a salesperson has been selling, they all need to consistently, intelligently, and skilfully prospect for business. We will take you on a journey through all major areas of prospecting:

- Pre-call planning.
- Getting to the decision maker.
- Interest creating, door opening Value Statements.
- Turning interest into desire.
- Effective questioning methods.
- Getting commitment (closing on the phone).
- Addressing resistance/objections.



- Wrapping up and agreeing on the next actions.
- Attitude and self-motivation.

## Agenda and main learning points – in brief:

### Module 1 – Prospecting

2 days class training – with intensive exercises.

#### Main learning points will be to:

- perform effective pre-call planning.
- identify customer situations and needs using effective research.
- create an opening statement that creates attention and interest.
- realize how psychological factors can be used in prospecting.
- know how to bypass a gatekeeper (e.g. assistant or secretary).
- use better methods to identify and get in contact with decision makers.
- advance your mindset and self-motivation.
- identify the explicit need of the customer (value expectation).
- build your skills based on best practices in prospecting.
- compose a structure for a door opening value statement.
- how to build a compelling value statement.
- use effective, best practice questioning methods.
- use successful techniques and methods for positioning – based on lessons learned.
- understand the basic mistakes made by sales people when using the phone.
- get to know questioning techniques that stimulate good sales results.

### Module 2 – Prospecting Value Statement

2 days class training – with intensive exercises.

#### Main learning points will be to:

- practice successful prospecting (recorded on video).
- structure a targeted value statement.
- create an opening statement that generates attention and interest (recorded on video).
- review practical strategies for telephone sale.
- understand the value based buying/selling process better.
- realize fine ways to build and maintain relationships over the phone.
- understand how to take advantage of emotional intelligence in prospecting.
- understand different types of buyer behaviour and how you can adapt to them.
- build an exceptional basis for your professional as well as your personal evolution.

### Module 3 – Individual Prospecting Coaching

0.5 day individual coaching session.

Each participant will be given personal coaching on specific improvement/interest areas. Based on personal profiles – build from input you provide via a comprehensive questionnaire – you will set up a plan for how to improve your prospecting skills and competencies – and move ahead to get your mindset and self-motivation raised.

#### Class hours:

Starting Day: 10:00-17:30

Ending Day: 8:00-15:30

#### Class hours:

Starting Day: 10:00-17:30

Normal Day: 8:00-16:30

Ending Day: 8:00-15:30



#### Main points could be:

- Go through your personal sales profile/type.
- Build a personal development plan.
- Review/increase your telephone communication strategies/approaches.
- Practice/develop a value statement targeting:
  - top executives (CEO, CFO, COO)
  - line of business executives (CMO, CHRO, etc.)
  - subject matter experts (business and IT experts).
- Practice alignment with different types of buyers.
- Practice need/want analysis as used in prospecting.

#### Module 4 – Prospecting Techniques

2 days class training – with intensive exercises.

#### Main learning points will be to:

- practice the structure and content of a convincing value case.
- use value based positioning – targeting CxOs.
- understand how to trigger a decision.
- understand and overcome objections.
- practice how to do positioning and closing in an optimal way.
- practice how to exploit emotional intelligence in prospecting.
- incorporate negotiation considerations into your communication and positioning.
- close on the phone – getting the appointment to meet or to keep the contact.
- make up a plan for how to grow your professional and personal competencies.

#### Module 5 – Prospecting Closing

1 day individual coaching session.

In module 5 we will follow up on each individual's progress and make adjustments to the development plan – from a professional and a personal point of view.

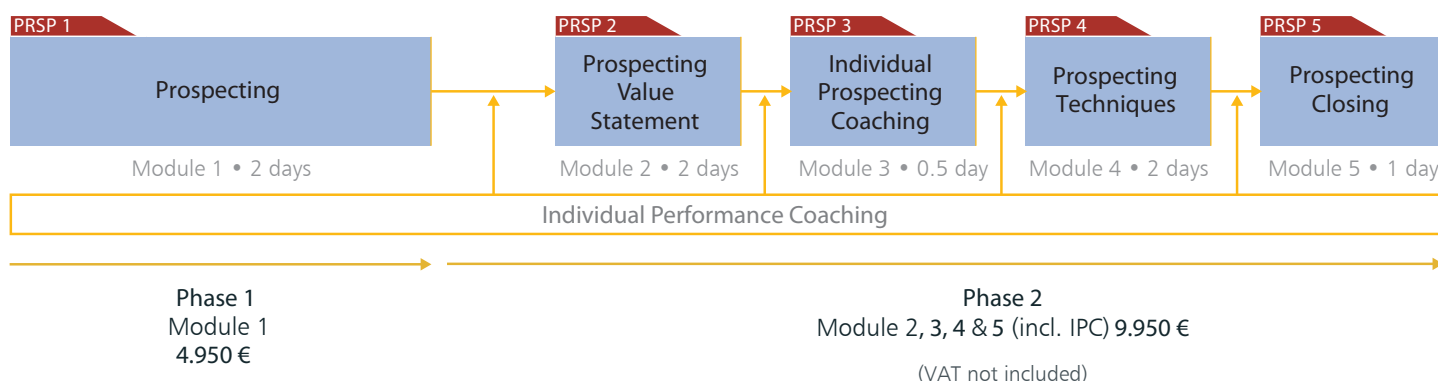
#### Prerequisite

To enable the course principles and apply those in real sales situations the participants must:

- bring actual sales cases to the course
- forward typical proposal samples you have worked with before

All material and information shared with LEADING Practice will be treated confidential.

	Class hours:
Starting Day:	10:00-17:30
Normal Day:	8:00-16:30
Ending Day:	8:00-15:30



## Value Based Selling – sales entry course

The 2 days sales course will help you strengthen your ability to communicate value, and to close a value-based sale. It elaborates on all major steps in the sales cycle – prospecting, positioning, negotiation and closing.

During the course you will learn to use Value-Based sales techniques that will strengthen the sales process – and you will become familiar with approaches for validating opportunities. A combination of classroom training and exercises will help you remember what type of questions to ask your customers to make certain that you understand their real wants and needs. This will enable you to better match your customers' value expectations – and thereby increase your win ratio – even the size of your deals.

### Main learning points will be to:

- understand how value impacts the psychological buying reflections.
- understand the decision making process.
- understand the customers' value mindset.
- identify the explicit needs of the customer (value expectations).
- recognize different value expectations at the different levels in the company.
- compose a door opening value statement.
- ask Value Based questions that help open the sale.
- include real value into the sales messages/communication.
- sell real value against your competitors.
- identify business as well as personal buying reasons.
- analyze a customer's balance sheet and income statement.
- comprehend corporate and financial key ratios.
- understand corporate and financial key measurements such as SVA and MVA.
- use corporate and financial ratios to determine sales potential.
- compose a winning value proposition.

### VBS 1

#### Value Based Selling

Module 1 • 2 days

Price: 4.950 €

(VAT not included)

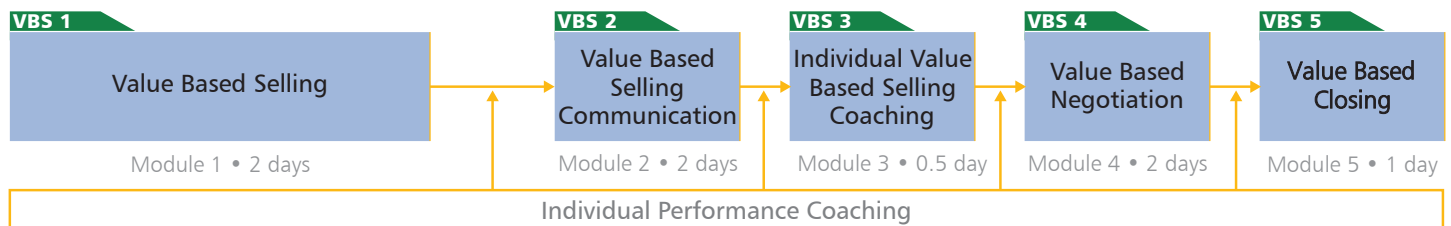
### Class hours:

Starting Day:	10:00-17:30
Normal Day:	8:00-16:30
Ending Day:	8:00-15:30



## Value Based Selling – coaching program

Be certified in Value Based Selling.



The coaching program on Value Based Selling is a unique offer to salespeople who need to compete on other aspects than price and who want to build strong, lasting relationships with their clients. The program provides you with a comprehensive framework for selling value. Learn why it is crucial to sell value, how you can help create value, and strengthen your capabilities in communicating value – as well as complete and close a value-based sales, and build a Value Case for effective prospecting, positioning, negotiation and closing.

During the course you will learn to use Value-Based sales techniques that will strengthen the sales process – and become familiar with approaches for vigilant validation of opportunities. A combination of classroom training and exercises will help you remember what type of questions to ask your customers to make certain that you understand their real wants and needs. This will enable you to better match your customers' value expectations – and thereby increase your win ratio – even the size of your deals. The program is the most comprehensive sales coaching program available in the area of Value Based Selling. The coaching program will enhance your known strengths – even the unknown – identify your weaknesses, and help you grow as a person. You'll:

- get to know your own **personality and sales profile** better, get advice and coaching, and be pushed and challenged – all to demand more from you, with the intention to help you grow beyond where you are today.
- learn how to **fine-tune your value based communication** to improve your interaction with different personality types – and practice it to better absorb what you learn.
- do **intensive exercises** throughout the 5 modules to create and reinforce excellent value based sales habits and personal growth patterns – creating a repeatable model for consistent peak performance.
- get to know your **"hidden" potential**, not yet exploited – and be pushed out of your comfort zone – to help you reach more of your goals.

The Value Based Sales coaching program is unique with its blend of topics covered by a set of 5 carefully designed modules, all having 8-12 weeks in between with time for individual performance coaching, helping you to turn new knowledge into competencies.

Relating product or services to real business values can often be a difficult task. Many sales professionals dive into lots of details about a certain product or service

offering instead of focusing on buyer value perspectives. With the products or services that the course attendees represent as our starting point we define values that the offerings in question can make available to customers – thereby enabling the participants to formulate a door opening value statement in the prospecting phase as well as a compelling value proposition in the closing phase. The Value-Base dialogue with the customer is another key to being able to come up with a proposition that reflects the customer's needs and value expectations. Finally, we teach how to build a compelling value case that can help boost the sales results.

This comprehensive sales coaching program is designed to help you or your organization to significantly improve sales results.

## Agenda and main learning points – in brief:

### **Module 1 – Value Based Selling**

2 days class training – with intensive exercises.

#### **Main learning points will be to:**

- understand how value impacts the psychological buying reflections.
- understand the decision making process.
- understand the customers' value mindset.
- identify the explicit needs of the customer (value expectations).
- recognize different value expectations at the different levels in the company.
- compose a door opening value statement.
- ask Value Based questions that help open the sale.
- include real value into the sales messages/communication.
- sell real value against your competitors.
- identify business as well as personal buying reasons.
- analyze a customer's balance sheet and income statement.
- comprehend corporate and financial key ratios.
- understand corporate and financial key measurements such as SVA and MVA.
- use corporate and financial ratios to determine sales potential.
- compose a winning value proposition.

### **Module 2 – Value Based Sales Communication**

2 days class training – with intensive exercises.

#### **Main learning points will be to:**

- practice doing successful Value Based Selling (recorded on video).
- use advanced methods of Value Based Selling.
- structure a targeted value statement.
- compose value statements concerning your offerings, your company, and yourself.
- review and refine your value communication approach.
- understand the value based buying/selling process better.
- use a powerful sales tool, called the "Value Tool", that helps you link your solutions to the customer's business issues and Critical Success Factors (CSFs).

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#### **Class hours:**

Starting Day:	10:00-17:30
Ending Day:	8:00-15:30

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#### **Class hours:**

Starting Day:	10:00-17:30
Normal Day:	8:00-16:30
Ending Day:	8:00-15:30

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- use a step-by-step process for how to develop a business case for your solution, with:
  - executive positioning – promoting your solution’s values in financial terms.
  - line of business positioning – promoting your solution with value and benefits concerning functional and business operation advantages.
  - subject matter expert positioning – promoting your solution with features, and functionality that demonstrate superior operational characteristics.
- be acquainted with good ways to build and maintain relationships.
- get to know how to exploit emotional intelligence in Value Based Selling.
- understand different types of buyer behavior and how you can adapt to them.
- build an exceptional basis for your professional as well as your personal progression.



**Module 3 – Individual Value Based Sales Coaching**

0.5 day individual coaching session.

Each participant will be given personal coaching on specific improvement/interest areas. Based on personal profiles – build from input you provide via a comprehensive questionnaire – you will set up a plan for how to improve your Value Based Selling skills and capabilities.

It’s basically your choice where to focus with the coaching sessions. Top candidates we often see are:

- My personal profile – from a sales as well as a personality point of view.
- Build a personal development plan.
- Review/develop your value based selling strategies.
- Practice/develop a value statement and value proposition.
- Practice the targeting of your value communication to different sales situations and buyer types.
- Practice questioning methods in support of Value Based Selling.

**Module 4 – Value Based Selling – Negotiation and Closing**

2 days class training – with intensive exercises.

Main learning points will be to:

- incorporate negotiation considerations into your communication and positioning.
- exploit value based negotiation strategies.
- understand how to trigger a decision.
- deal with price objections.
- better overcome different types of objections.
- know how to take advantage of emotional intelligence in Value Based Selling.
- use Value Based questioning methods to help close the sale.
- make up a practical plan for personal development.

	<b>Class hours:</b>
Starting Day:	10:00-17:30
Normal Day:	8:00-16:30
Ending Day:	8:00-15:30

### Module 5 – Individual Coaching

1 day individual coaching session.

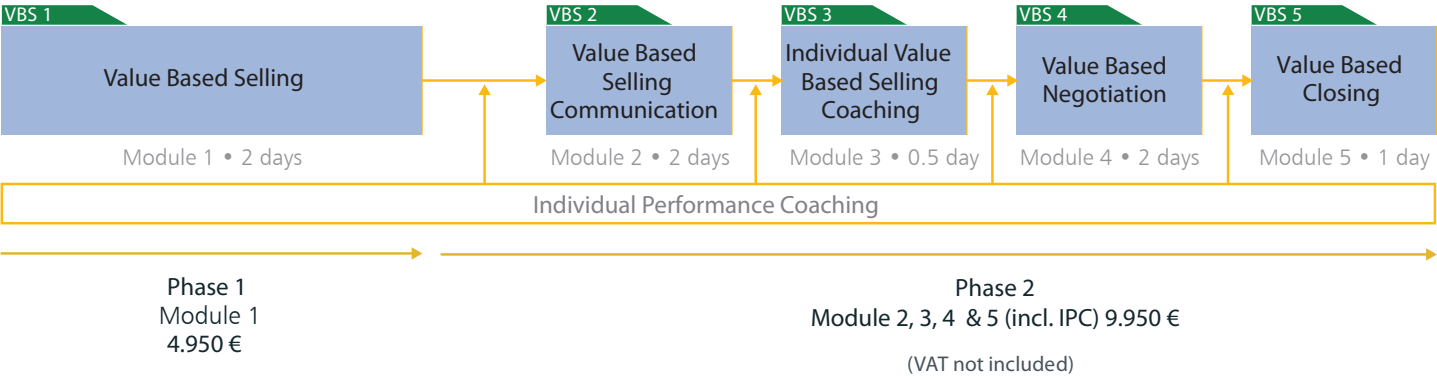
In module 5 we will follow up on each individual’s progress and make adjustments to the development plan – from a professional and a personal point of view.

### Prerequisite

To enable the course principles and apply those in real sales situations the participants must:

- bring actual sales cases to the course
- forward typical proposal samples you have worked with before

All material and information shared with LEADing Practice will be treated confidential.



## Partner Value Creation

The 2 days course will help you refine and strengthen your partner management skills, develop better techniques for managing and utilizing the partner network, and reach your goals in growing sales revenue through channel and alliance partners.

This program will help Partner and Channel Managers understand and influence the business essentials that drive partner behaviour and investment. Group discussions, exercises and role plays help develop new skills and competencies. Our knowledge and experience concerning partner management will provide you with tools and techniques that help you improve partner focus, increase the effectiveness of your partner programs, improve partner productivity, and grow revenues.

### Agenda and main learning points – in brief:

#### Partner Value Creation

2 days class training – with intensive exercises.

##### Main learning points will be to:

- understand today's changing market realities.
- understand different partner setups.
- define vendor/partner roles and responsibilities.
- understand your partners' business characteristics, needs, and wants.
- identify specific partner business issues and challenges (entry points).
- connect partner strategies, pain points and values.
- understand the roadmap for success in partner sales and partner management.
- qualify the members of a partner's decision making team.
- get a holistic view on partner challenges, critical success factors, value potential, your offerings – and the way they interlink.
- get insight into business models – and how to exploit them for optimal partner management.
- know how to work with a partner on CxO level.
- compose a convincing value propositions that will trigger a partner (be able to close a business agreement).
- understand important aspects of sales psychology in dealing with partners.

#### PCM 1

##### Partner Value Creation

Module 1 • 2 days

Price: 4.950 €

(VAT not included)

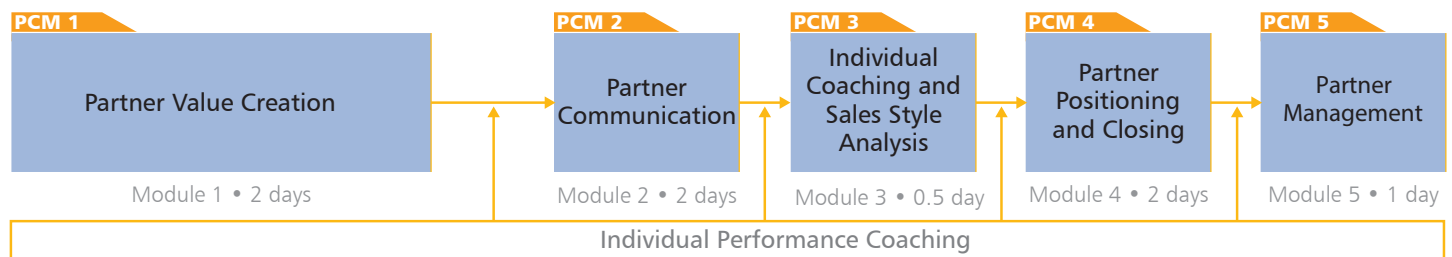
#### Class hours:

Starting Day: 10:00-17:30

Ending Day: 8:00-15:30



## Partner/Channel Manager – coaching program



The Partner and Channel Manager coaching program is designed to help Partner or Channel Managers improve their ability to increase business opportunities and sales with Business Partners. It will dramatically improve the participant's competencies concerning partner management. You will learn what value expectations are on partner top executives' mind. You will also learn how to best address those expectations. This coaching program is unique as it combines classroom training and personal coaching. It will elaborate on your known as well as your potential strengths – and help you identify weak spots. But, most importantly, it will help you grow. You will:

- get to know your own **personality and behavioural profile** better – and get advise and coaching that will push you, and demand much more of you, in order to help you grow beyond where you are today.
- learn how to **fine-tune your messages** to improve your communication with different personality types – and practice it to assimilate the skills you learn.
- do **intensive exercises** throughout the program to build or strengthen excellent habits concerning partner management and sales – as well as personal growth.
- get to know your **"hidden" potential** – not yet exploited – and be pushed out of your comfort zone – to help you reach your business and personal goals.

The Partner and Channel Manager coaching program is unique with its blend of topics covered by a set of 5 modules, all with 8-12 weeks in between, with time for individual performance coaching, helping you to turn new knowledge into competencies. This offers you an exceptional personal growth opportunity – to further refine and strengthen your partner management skills, develop better techniques for managing and utilizing the partner network, and reach your goals in growing sales revenue through channel and alliance partners.

This program will help Partner and Channel Managers understand and influence the business essentials that drive partner behaviour and investment. Group discussions, exercises and role plays help develop new skills and competencies. Our knowledge and experience concerning partner management will provide you with tools and techniques that help you improve partner focus, increase the effectiveness of your partner programs, improve partner productivity, and grow revenues.

## Agenda and main learning points – in brief:

### **Module 1 – Partner Value Creation**

2 days class training – with intensive exercises.

#### **Main learning points will be to:**

- understand today's changing market realities.
- understand different partner setups.
- define vendor/partner roles and responsibilities.
- understand your partners' business characteristics, needs, and wants.
- identify specific partner business issues and challenges (entry points).
- connect partner strategies, pain points and values.
- understand the roadmap for success in partner sales and partner management.
- qualify the members of a partner's decision making team.
- get a holistic view on partner challenges, critical success factors, value potential, your offerings – and the way they interlink.
- get insight into business models – and how to exploit them for optimal partner management.
- know how to work with a partner on CxO level.
- compose a convincing value propositions that will trigger a partner (be able to close a business agreement).
- understand important aspects of sales psychology in dealing with partners.

### **Module 2 – Partner Communication**

2 days class training – with intensive exercises.

#### **Main learning points will be to:**

- practice positioning or presentation to a partner (recorded on video).
- compose an executive value statement to the partner (door opening speech).
- better understand the value based buying/selling process.
- read and manage body language.
- find ways to build and maintain strong partner relationships.
- structure a presentation or proposal targeting partner executives.
- understand how to use emotional intelligence in dealing with partners.
- strongly influence engagement/solution scopes – instead of leaving it up to others.
- build a strong foundation for your professional as well as your personal development.

### **Module 3 – Individual Coaching and Personality Style Analysis**

0.5 day individual coaching session.

This will be done in the country the other modules are conducted in – or in Denmark (will be coordinated with your personal coach). By filling in a comprehensive questionnaire the participants will provide valuable information that will be used to portray a set of profiles (personality, partner engagement, and emotional intelligence) used intensively during the individual coach-ing sessions. Each participant will be given personal coaching on specific improvement/interest areas. Based on the profiles build from the questionnaire input each participant will make a development plan.

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#### **Class hours:**

Starting Day: 10:00-17:30

Ending Day: 8:00-15:30

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#### **Class hours:**

Starting Day: 10:00-17:30

Normal Day: 8:00-16:30

Ending Day: 8:00-15:30

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Topics most often selected for the individual coaching session include:

- Go through my personal profile and behavioural style.
- Start building a personal development plan.
- Practice alignment of my personality type with different partner types.
- Practice body language.
- Practice persuasion techniques.
- Coaching concerning partner communication.
- Practice partner need/want analyses.
- Practice/develop a partner value proposition/case.
- Practice a partner meeting.

#### Module 4 – Partner Positioning and Closing

2 days class training – with intensive exercises.

Main learning points will be to:

- use different tools/approaches to value based positioning – targeting partners.
- understand how to trigger a decision at executive level.
- overcome objections.
- practice how to use emotional intelligence in your partner communication.
- incorporate negotiation considerations in your communication and positioning.
- be acquainted with advanced closing techniques.
- set up and secure short and long term business agreements.
- make up a plan for professional as well as personal development.

#### Module 5 – Individual Coaching

1 day individual coaching session.

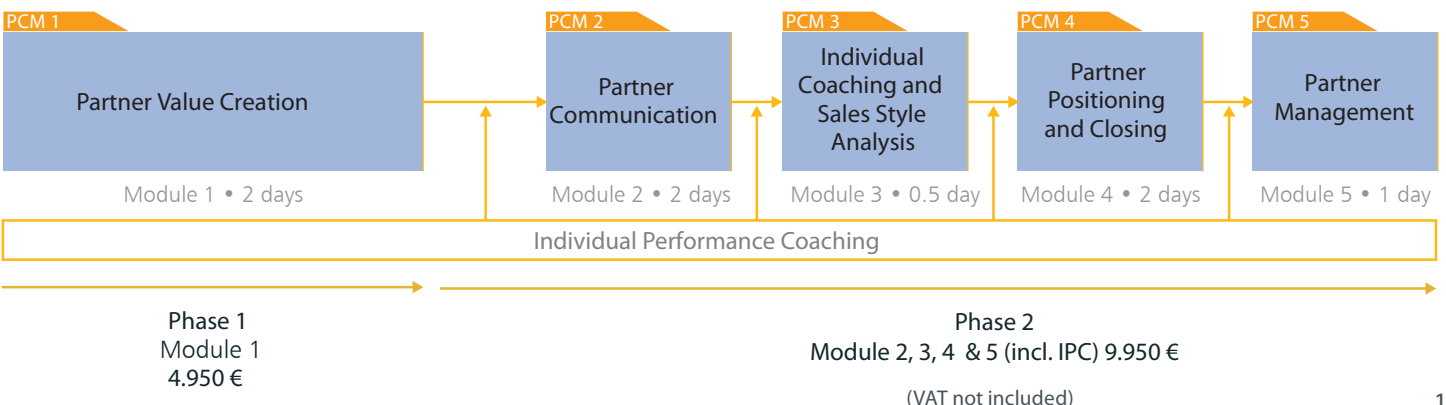
In this module we will follow up over the telephone on each individual's progress and make adjustments to the professional and personal development plan.

#### Prerequisite

To enable the course principles and apply those in real partner situations you must:

- bring personal selection criteria for a partner.
- bring roadmaps that you have planned jointly with your top partners.
- forward typical samples of partner development plans that you have worked on before.

All material and information shared with LEADING Practice will be treated confidential.



#### Class hours:

Starting Day:	10:00-17:30
Normal Day:	8:00-16:30
Ending Day:	8:00-15:30

# Follow on Courses

## Sales Psychology – coaching program

How well you are able to identify and understand your customers' psychological needs and wants will determine your success in sales. We like to believe that our customers' actions and decisions are rational and goal-oriented. And they are – partly. But customers are also driven by psychological needs and wants of which we are largely unaware. All human behaviour is a blend of the rational and the irrational – the conscious and the unconscious. The question is how much? During the course participants will learn how, by understanding the psychological factors in the decision making process, to strengthen their sales competencies. A combination of classroom training and exercises will provide the optimal learning environment.

The Sales Psychology coaching program is unique with its blend of topics covered in 2 courses, with 2-4 weeks in between – giving time for individual performance coaching, helping you to turn new knowledge into competencies. This offers you an exceptional personal growth opportunity – where you can refine and strengthen your soft sales skills.

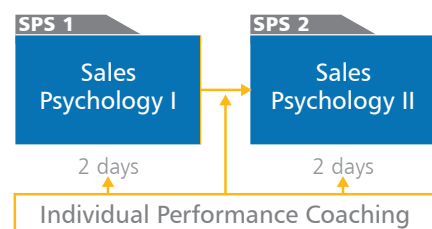
### The main objectives are that you learn to:

- understand what a person really needs and wants.
- understand the personal buying reasons behind a decision.
- spot how a value mindset is formed.
- touch on an emotional component to make a customer sense value.
- communicate values that make a customer buy on psychological wants and needs.
- understand the decision making process.
- understand how you can trigger a decision
- identify the psychological drivers that make us do what we do.
- understand how you can get a person to go from a reactive to an active mode
- understand how impulses and signals are transformed into behaviour.
- communicate business values that help the customer justify his emotional decision.

### Who should attend?

Everybody wanting to considerably improve their sales results – and fully understand how important the psychological perspective is for increasing success in sales.

**Course prerequisite:** Preferably one or more of the other main courses.



Price: 2 x 2 days for 6.950 € (VAT not included).

### Class hours:

Starting Day:	10:00-17:30
Ending Day:	8:00-15:30



## **Emotional Intelligence in Sales** **– coaching program**

The better you can identify and understand your customer's emotions the more you improve your sales success. It helps across the entire sales cycle – from prospecting to positioning as well as when you close the sale. During the course you will learn to use Emotional Intelligence techniques that strengthen your communications competencies and your ability to understand and read other people's emotions, needs, and wants. A combination of classroom training and exercises secures that you will not just pick up skills – you will be motivated to practice what you learned – to turn skills into competencies – and you will want to continue on the learning curve when you move forward.

### **The main objectives are that you learn to:**

- **use emotional intelligence for better self-awareness and self-management.**  
To become more familiar with your emotions, name them correctly, attribute them to the right sources, and avoid acting upon them too quickly. This also helps you to better recognize your strengths and weaknesses.
- **see how emotions are caused**  
Understand the psychological factors that cause your emotions – and how to exploit them in sales.
- **manage and control different situations in a better way.**  
Manage your emotions and behaviour to handle different situations in a better way. Improve your self-regulation and cope with frustration in a smarter way – to better reach your goals.
- **read and understand other people better.**  
Improve your empathy. Be able to better identify other people's emotions – and understand their feelings and the reasons behind. Become better at listening to other people and be aware of what their feeling are – and why. This will help you better identify the needs and wants of the people you try to sell to – and thereby communicate compelling business as well as personal buying reasons.
- **analyse and understand relationships better.**  
Become better to solve problems in relationships - to connect better with others – and maintain good relationships with honest expression of emotions – based on diplomacy, consideration and respect. This will, for example, help you do much better in the negotiation and closing phase of sales.
- **understand how important it is to have the right mindset – and how a value mindset is shaped.**

The Emotional Intelligence coaching program is unique with its blend of lectures and coaching covered in 2 courses, with 2-4 weeks in between – giving more time for individual performance coaching, helping you to turn new knowledge into competencies. This offers you an exceptional personal growth opportunity – where you can refine and strengthen your soft sales skills.

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	<b>Class hours:</b>
Starting Day:	10:00-17:30
Ending Day:	8:00-15:30

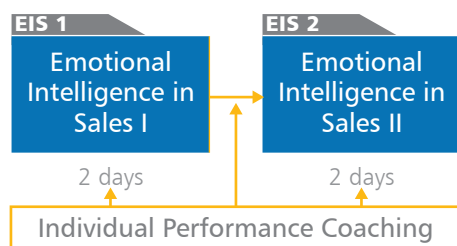
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### Who should attend?

Everybody wanting to considerably improve their sales results – and fully understand how important it is to grow their emotional intelligence.

Course prerequisite: Preferably one or more of the other main courses.



Price: 2 x 2 days for 6.950 € (VAT not included).



## **Advanced Technology Sales Enablement – coaching program**

Understanding Technology and the associated business potential selling products, solutions and services in the highly competitive Technology market space requires:

- Knowledge about SAP's portfolio.
- Insight into the challenges associated with implementing, operating, and expanding an Technology environment.
- Sales arguments that demonstrate compelling business value for a company running Technology.

The primary objective of this course is to enable the participants to identify more and better Technology related opportunities – and sell more solutions in support of an Technology environment. The course will provide a deep understanding of the market and SAP customer challenges – and on top of that an overview of Technology solutions and the way Technology positions them in the different market segments and industries. Sales arguments that highlight business value potential will be a key topic during the course.

The Advanced Technology Sales Enablement coaching program is unique with its blend of topics covered in two 1-day courses, with 2-8 weeks in between – giving time for individual performance coaching (IPC), which will help you turn new knowledge into competencies. This offers you an exceptional personal growth opportunity in the areas taught.

### **Main learning points:**

- SAP's new strategy – Enterprise Services Architecture/Service Oriented Architecture.
- Insight into SAP's capabilities, strategies and evolution.
- SAP's new value proposition.
- An understanding of challenges and key drivers as seen by SAP's customers.
- Understanding executives' business needs associated with Technology.
- Technology technology insight including NetWeaver and Enterprise Services Architecture – and how different offerings fit into such an environment.
- Ways to identify and win Technology related sales opportunities.
- Composing a Value Proposition targeting a Technology customer.
- Understanding the value based buying/selling process as it relates to Technology customers.

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**Class hours:**  
10:00-17:30

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### Who should attend?

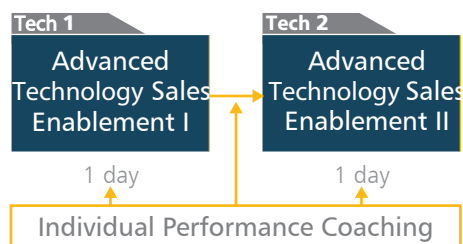
Sales Professionals who are experienced in sales but are missing vital insight into sales opportunities and selling points targeting Technology customers.

### Prerequisites:

To enable the course principles and apply those in real sales situations the participants should:

- bring actual Technology sales cases to the course
- forward typical Technology proposal samples they have worked with before

All material and information shared with LEADing Practice will be treated as confidential.



Price: 2.950 € for each of the two courses (VAT not included).

## CUSTOMER QUOTES

Feedback from our participants is very clear in pointing out the values associated with our training and coaching programs - in terms of professional and personal development and success. Below you find a selection of quotes. For further information, please contact us at [info@leadingpractice.com](mailto:info@leadingpractice.com).

### Sales Performance

#### **ROI of more than 400% Selling effectively to key decision makers**

"Selling to a C-level executive was always a complicated task. He has so many issues on his agenda that I was not even aware of. Getting the insight and understanding of the different C-level issues has made it possible for me to nuance my sales approach and target my sales messages. And it works! I can really say that attending the coaching program has made me understand the buying/selling process. I got a holistic view on CxO challenges, key drivers, value potential and the way they interlink. I really feel that I now have the keys to establishing CxO business relationships, and can exploit the various CxO sales approaches. All of this will help me to sell against my competitors, in that I can add real business value to the sale and better handle general CxO objections as well as price objections. This was the best training/coaching I have ever received."

Jos Knops, Channel Sales Manager, The Netherlands

#### **Identifying the buyer's personality type and adapting my selling style**

"Selling is so much a psychological game. I've always known that but not quite known how to deal with it besides trying to be a nice guy. This coaching process gave me some very useful tools to identify the buyer's personality type and adapt my selling style accordingly. It has definitely improved my ability of selling. The value to me as a person was very high as well – for example it helped me improve my Emotional Intelligence."

Mohamed Abdallah, Sales Manager, Egypt

#### **Getting in contact with the CxO/Executive**

"Being senior in sales, I know quite well that interacting with a CxO can be of vital importance for my success in sales. This coaching program has provided me with tremendous value - for personal development in terms of insight and areas of improvement to work on - as well as business wise in terms of skills growth. The value to me was extremely high."

Paul Hirsch, Business Development Executive, Communications Sector, Germany



### **Understanding executives' business needs**

"When I think of the excellent Training and Coaching Program, our entire Partner/Channel Management has been through, the following phrase comes to mind - if you do what you always did, then you get what you always got". It is this inability or unwillingness to really look for ways, solutions or ideas that are outside the comfort zone that can limit the chances of creating a solution that really helps your Partners as well as your own Team move forward. I have now attended many different LEADing Practice courses/modules and have to say that the personal value and growth is tremendous, it challenges and questions ones approach in trying to develop and improve professional and personal skills. I find the programs to be refreshing and really stimulating to my professional as well as personal development"

Marc Bleiker, Business Development Manager – Partner/Channel Management, Switzerland

### **Prospecting training and coaching - Composing a winning value statement**

"There is no doubt that with a focus on value instead of features and functionalities I'm now much more successful in getting attention the right places, both on how to get by the gatekeeper (e.g. assistant or secretary), get an appointment with the Executive Board (CEO, CFO, COO), the Line of Business (CMO, CHRO) or the Subject Matter Experts (IT-expert, data manager, technology or IT responsible). Building value based selling and emotional intelligence into my prospecting has definitely turned my approach up-side-down – and my sales results up."

Sally Phillips, Client Manager, UK

### **It changed my prospecting approach**

"Since I came back from the course I have had wonderful meetings with clients - especially executive meetings. My insurance customer presentation went so well. Before the meeting I convinced everybody to talk through the key topics – exactly as I wished ( using the new communication approach !!!). It went so well!!! On that day all 25 people were there but the CEO was missing and now we will redo the meeting only for him. Yesterday, I participated in a presentation to another of my customers. It was about software (internet portal). The presentation was prepared by our software experts for a CEO but it was so horrible. I helped the team by using my new approach. That saved the meeting and made it a big success. Today I made a new call, where I took my manager with me to the meeting and it really went so well. It was a winback customer and now they want to work with us - after having rejected us since ages - and we have already organised the next meeting.

I felt that I should write to you about my feelings. Now I feel much more comfortable and confident when I do customer calls. I just wanted to let you know....thanks again...this was the best course I have ever attended!!!!"

Suat Basturk, Client Representative, Turkey



### **Using emotional intelligence in prospecting**

"Working with my emotional intelligence in relation to prospecting has given me a profound understanding of my own approach and how I interact with other people. Truly understanding the customer's values and what motivates him to buy has become a fascinating exercise for me and it literally pays off when I manage to successfully integrate this when talking with a customer. I have attended different LEADing Practice courses and have to say that the personal value and growth is tremendous, it challenges and questions ones approach in trying to develop and improve my personal skills. I find the courses to be provocative and refreshing – really stimulating my personal development"

Kamel Kramer, Client Manager, UK

### **Sales impact**

"Now, being able to identify companies' business issues, I quite easily address relevant issues at all levels of the organization – talking to those who influence the buying process, communicating value to those who make the final decision. I'm stunned by the impact this has had on my sales and the impact the personal development plan had on me as a person."

Mohamed El Sherbini, Business Development Executive, Egypt

### **Value Based Selling - More sophisticated methods for approaching the customers**

"After attending different LEADing Practice training programs, I have to say that besides that they are fun, motivating and mind expanding, the personal inspiration and value is really tremendous. Attending the different programs boosted my sales and my relationship with the clients. I was somewhat stuck with only one type of sales approach. What I did not know, was that it inhibited my communication with the clients. Mastering new sophisticated value based methods of approaching a company and a CXO has definitely influenced my success remarkably."

Nadine Wolanke, Software Sales Representative, Germany

### **Composing a winning value proposition**

"Adding the right ingredients when cooking a meal is a precondition for having satisfied guests. Being able to compose a winning value proposition also demands you to add a bit of this and some of that in a very "tasteful" way. Attending this course gave me some good instructions on how to mix the ingredients – and on top it added some exotic spices to make it different from all the other well composed meals that my customers are offered."

Sergey Fadin, Client Executive, Russia



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### **Selling value based**

"Even though I was already aware of addressing business needs I now realize that I was merely trying to convince the buyers that what I was offering was what they needed. This coaching process turned my perception up side down and the changes that this brought about have had a positive effect on my sales results. This course has given me some valuable tools to keep the communication on the value track."

Gregor Klaus, Business Development Executive, Germany

### **Techniques for controlling the sales process**

"We all like to believe that our actions are rational and goal-oriented. And they are – partly. But we are also driven by psychological needs of which we are largely unaware. This coaching course has given me some very good techniques for controlling the sales process. Understanding that all human behaviour is a blend of the rational and the irrational – the conscious and the unconscious.

I now understand that tailoring my value based communication to the needs and wants of the customer is much easier than I thought and I now work more effectively and with a shorter sales cycle. The value to me as a person was also extremely high, as it challenged me to work on my emotional intelligence, body language, communication structure, and conflict/negotiation capabilities."

Jesus Corrales Villarejo, Client Representative, Spain

### **Partner and channel Manager, training and coaching**

#### **Turned me and my entire Partner/Channel network into action mode**

"Just thought I 'd let you both know that I have been using the skills that I acquired during the Partner Manager certification and coaching program and am seeing a distinct difference in the way my VARs, SIs and ISVs are responding to me. It has in turn helped me drive more revenue with them. Having said that there is still a lot more I can do and there is always room for improvement.

The greatest compliment was hosting the top Manager in our company here in South Africa and he visited some of the ISVs Partners with me & the feedback from him was extremely positive - he has seen a significant growth/development in me, with my dealings with the Partners and my confidence has improved drastically. Some of this growth has to be attributed directly to your partner certification and coaching program.... Thank you for pushing me, it has helped me better understand and exploit my potential. I'm happy that you have challenged me - and have demanded through this coaching process more of me, than I thought I could have done, in order to help me and bring my career to a new level. This all has truly turned me (and my entire Partner/Channel network) into action mode – because I have become conscious about how much I can gain as well as they have realized what they can gain. So again thank you."

Merle Pillay, Territory Partner Manager, South Africa

